



Atty. Dkt. No. 048369-0132

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Hidekazu SAKAGAMI et al.  
Title: MOBILE MARKETING METHOD, MOBILE MARKETING  
SYSTEM, MOBILE MARKETING SERVER, AND  
ASSOCIATED USER TERMINAL, ANALYSIS  
TERMINAL, AND PROGRAM  
Appl. No.: 10/081,229  
Filing Date: 2/25/2002  
Examiner: Retta, Yehdega  
Art Unit: 3622  
Confirmation  
Number: 1662

**AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated July 29, 2008, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 11 of this document.

Please amend the application as follows: